



City of Tucson - Quarterly Critical Project Status Report

Second Quarter, FY2003: October - December

Focus Area: Good Government

Strategies for the Year

Improve Customer Service Position the City to provide the highest level of customer service to City residents and the community at large.

Prepared Workforce - Enable and support the development of a prepared and successful employee workforce that is aligned with organizational priorities.

Fiscal Responsibility - Optimize and streamline organizational processes to ensure quality services and fiscal responsibility.

Expand Use of Technology - Capitalize on technology to improve service and increase efficiency, ensure public and employee safety, exercise appropriate environmental stewardship, and provide greater information access.

Strengthen Partnerships - Build a strategic network of partnerships that aim at bettering community life, eliminating redundant services, and stretching the value of the taxpayer's dollar.

Project Name	Description	Accomplishments For Quarter	Projections for Next Quarter
Enhanced Customer Service	Develop a plan to begin a multi-year initiative to improve customer service City wide. Continue to work to improve the telephone system, for example roll out the constituent relationship management (CRM) system to support this effort. Concentrate the training division's efforts on customer service education for employees. Commit to addressing customer issues at the first point of contact.	DSD sessions have continued with three teams working to improve customer service in all aspect of the Department. Operations has begun TPS Customer Service data gathering phase. Human Resources Management Team has met to discuss a TPS Kick-off in the new calendar year. Constituent Relationship Management (CRM) Strategy Team created to provide executive level direction aimed at creating an invigorated, citywide, customer focus.	Team-Powered Service Customer Input Phase will occur in Operations during the month of January and February.
Diversify Fees and Revenues	Develop a proposal for City services fees, which is based upon the cost to deliver the service, as well as giving consideration to the relationship of the benefit of the service. Also, explore a policy that guarantees service delivery timeframes. Develop a collaborative process to educate and involve community members to assist with future decision-making on the variety of approaches to meet our	Staff has gathered data for the committee. City Manager has determined which citizens to ask to sit on the Revenue Diversification Task Force.	Set meeting for committee.



City of Tucson - Quarterly Critical Project Status Report

Second Quarter, FY2003: October - December

Focus Area: Good Government (Continued)

Project Name	Description	Accomplishments For Quarter	Projections for Next Quarter
City of Tucson Public Communications Plan	<p>This is a multi-year project aimed at improving the way City staff communicates, assists, and works with community members. Three distinct efforts are underway.</p> <p>1)BROAD COMMUNICATION EFFORTS: The initial (Intake/Assignment/Review) effort is concentrating on tactical improvements to how the City communicates important issues.</p> <p>2)POLICY REVIEW/REVISION: A team is reviewing and will recommend City wide changes to all policies and procedures for interacting with the public. This will include all contacts from routine service provision and constituent initiated contacts through working with the community on issues important either to smaller communities of interest, such as neighborhoods, or the community as a whole.</p> <p>3)TOOLS: To assist in both understanding needs and providing service, the usefulness of available Customer Relationship Management(CRM) software will be evaluated by the strategy team in a series of pilot projects. (The budget reflects only the funds allocated for the CRM pilot and does not include staff time for any of the three efforts underway)</p>	<p>Revamped Annual Report published. A budget facts pamphlet has been published and is available on line. A series of public forums on the budget has been scheduled and is underway. A public Budget Forum is available at the City's web-site and has generated ongoing conversations on a variety of topics. The CRM Strategy Team has begun work on administrative directive review. The first change to administrative directive eliminates some frequent duplicative effort by taking away the City Clerk's Office responsibility to assign constituent inquiries. The web based version of the City's current intake, tracking, and review process for constituent inquiries has been tested and training for City staff will soon be underway. Council Offices have been briefed on the CRM pilot and a software demonstration will be scheduled.</p>	<p>Continued efforts to further the public discussion of the budget. First draft of potential administrative directive policy revisions on constituent inquiries. Implementation of the web-based intake, Review, and Assignment pilot.</p>
City of Tucson Employee Communications Plan	<p>This is a multi-year project to develop and refine information sharing with City employees. Project will incorporate insight gained from ongoing City townhalls, department townhall follow-up efforts, Public Information Group discussions, and employee discussions and suggestions. This represents a continuing effort to routinely and consistently communicate with the workforce on matters of importance and/or interest. The goal is an environment where employees feel two-way communication is encouraged and valued.</p>	<p>The bi-weekly newsletter was implemented. As suggested by employees, it is published online to save on reproduction costs. Implemented new Intranet home page format with more information, employee spotlights, and employee news. This site has been well received. During one month, 2,231 individual Employees visited the home page approximately 21,600 times (roughly 10 visits a month). Channel 12 video streaming capability was established, allowing employees to more easily follow issues of importance. Published executive level service team notes on the Intranet, providing employees with insight into management discussions. Support Services Team researched what other cities are doing to communicate with employees and established a list of possible communication strategies.</p>	<p>Establish a team from all levels of the City organization recruiting from Foundation for Leadership graduates and Public Information officers to explore additional communication avenues.</p>